

CLAIMS

1. A system for electronic media distribution, the system comprising:
means for generating a plurality of media items;
5 a data repository for storing a respective metadata item containing metadata relating to the generation of the corresponding media item;
means for electronically distributing at least some of the media items to a plurality of end-users;
means for detecting reception by the end-users of the media items; and
10 means for associating, with each metadata item relating to an electronically distributed media item, a reception indicator indicative of the number of users receiving that media item.
2. A system according to claim 1, in which the metadata item contains at least
15 metadata relating to the planning or commissioning of the media item.
3. A system according to claim 1 or claim 2, in which the media items include audio and video items.
- 20 4. A system according to any one of the preceding claims, comprising means for associating a material identifying code with each media item for electronic distribution.
5. A system according to claim 4, comprising means for receiving the material identifying codes of media items received by end-users.
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6. A system according to claim 5, in which the receiving means comprises a modem link to the end users' receiving apparatus.
7. A system for electronic media distribution, the system comprising:
30 means for generating a plurality of media items;

a data repository for storing a respective metadata item containing metadata relating to copyright and/or ownership of the corresponding media item;

means for electronically distributing at least some of the media items to a plurality of end-users;

5 means for detecting the copyright and/or ownership metadata relating to media items actually distributed to end-users; and

means for generating payment information indicative of a required payment to the holder of rights defined by the copyright and/or ownership metadata.

10 8. A system according to claim 7, in which the data repository is a database.

9. A system according to claim 7 or claim 8, in which the media items include audio and video media items.

15 10. A system according to any one of claims 7 to 9, comprising means for associating a material identifying code with each generated media item, the material identifying code being mapped, in the data repository, to the copyright and/or ownership metadata.

11. A system according to claim 10, in which the detecting means is operable to detect
20 the material identifying code associated with media items to be distributed.

12. A method of electronic media distribution comprising the steps of:
generating a plurality of media items;
storing a respective metadata item containing metadata relating to the generation
25 of the corresponding media item;
electronically distributing at least some of the media items to a plurality of end-users;
detecting reception by the end-users of the media items; and
associating, with each metadata item relating to an electronically distributed media
30 item, a reception indicator indicative of the number of users receiving that media item.

13. A method of electronic media distribution comprising the steps of:
generating a plurality of media items;
storing a respective metadata item containing metadata relating to copyright and/or
ownership of the corresponding media item;

5 electronically distributing at least some of the media items to a plurality of end-
users;

detecting the copyright and/or ownership metadata relating to media items actually
distributed to end-users; and

generating payment information indicative of a required payment to the holder of
10 rights defined by the copyright and/or ownership metadata.

14. A method of electronic media distribution substantially as hereinbefore described
with reference to the accompanying drawings.

15 15. Computer software comprising program code for carrying out a method according
to any one of claims 12 to 14.

16. A medium by which software according to claim 15 is stored or transmitted.

20 17. A system for electronic media distribution substantially as hereinbefore described
with reference to the accompanying drawings.